

SOCIETY PAGE

Edited by
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BIRTHDAY PARTY AT CITY PARK

Old time friends of Mr. and Mrs. Phil D. Rupp, 1517 Marcella avenue, gathered at the city park Sunday for a delightful birthday party given in honor of the host. A fine picnic luncheon was served. Guests were Mr. and Mrs. John Snyder and son Ivan, Los Angeles; Mr. and Mrs. Homer Turner and Mrs. Turner, Sr., of Long Beach; Mrs. J. Kramer, Mrs. Pierson and daughter Marguerite, of Sierra Madre; Mrs. Smith, South Gate; Mr. and Mrs. George Dorton and Mr. and Mrs. Fred Yager, Torrance.

HOSTESS AT BRIDGE LUNCHEON

Mrs. R. H. Lockwood, 1422 Madrid avenue, entertained members of her club at luncheon in her home Thursday. Covers were placed for Mrs. Hugh Barnes, Ray Brooks, Robert Ashley, Gilbert Wegner, Robt. Abbott, Jack Snow, Baker Smith and the hostess.

After the luncheon contract bridge furnished diversion with prize for high score captured by Mrs. Abbott.

W.B.A. PLANS CARD PARTY

At the regular business meeting of the Woman's Benefit Association held in the hall at 1951 Carson street, Tuesday evening, plans for a card party to be held Tuesday evening, July 21, were completed. The public is invited and may secure tickets from members of the association.

BESS MYERS ELECTED PRESIDENT

Bess Myers was elected president of Bert S. Crossland Unit 170, American Legion Auxiliary, by the unanimous vote of the organization at their meeting in the Legion hall Tuesday evening. Mrs. Myers has served the organization in past years as treasurer, finance chairman, and is completing the year as secretary. Her election to the office of president comes as a reward of service. Other officers elected to serve with her were as follows: Audie Modglin, first vice president; Olive Lee, second vice president; Fan Wilkes, secretary; Hallie Doan, treasurer; Janet Woodington, chaplain; Olivia Lee, sergeant-at-arms; Selma Goddard, Lucille Lowellen, Alice Thompson and Colista Reevs, members of the executive board. The officers will be installed Monday evening, Aug. 3.

ART CLASSES AT PALOS VERDES

The usual summer art classes for beginners will be conducted at the Palos Verdes library by Elisa Franées Warner, instructor Otis Art Institute, commencing Monday, July 13. Miss Warner will conduct classes in painting, drawing, and sculpture work, study in composition, review of work by pupils and teacher, landscape and still.

It will be necessary to register at once and a deposit is necessary from each person. The course will consist of 10 lessons. For registrations and particulars please see Mrs. Paul Eich, assistant secretary Arts Association, Room 3, Casa Primera building, office phone 7338 (residence phone 3489), or Miss McMillan the librarian.

M. E. LADIES PICNIC TUESDAY

Ladies of the First Methodist church Aid Society will hold their annual picnic in the Torrance municipal park Tuesday. Everyone is requested to bring a covered dish and luncheon will be at 12:30 p. m. The regular business session will be conducted by the president, Mrs. L. C. Burger, immediately after. Those wishing transportation are asked to meet at the church, corner of Manuel and El Prado, at 10:30 a. m.

BENZELS VISIT FORMER RESIDENTS

Mr. and Mrs. Conrad Benzl, 2815 Andreo avenue, spent July 4 traveling in their new Dodge car to Lyle Creek, Glen Ranch, Ice House Canyon and Camp Baldy. They returned by way of Monrovia where they stopped to visit with Mr. and Mrs. J. E. West who formerly resided in Torrance.

ENGLISH VISITORS LEAVE FOR VALPARAISO

Mr. and Mrs. Mortimer Hocombe and Miss Kathleen Luxton, of London, England, who have been the house guests of Mr. and Mrs. Allen Wallace, 1418 Amapola avenue, for the past few weeks, left Monday to visit with a brother, Henry Luxton, in Valparaiso. The women, sisters of Mrs. Wallace, with Mr. Hocombe, left London in February on a round-the-world tour. They expect to be in England again in early fall.

While in Torrance they were entertained by Santa Ana friends at Lakewood Country club in Long Beach, and at friends' homes in Santa Ana. The Allens entertained for them with a tea at their home Friday afternoon.

WOMEN OF THE MOOSE TO INSTALL OFFICERS

Women of the Moose, Torrance chapter No. 44, will hold public installation in their hall, 1951 Carson street, Friday, July 10, at 7:45 p. m. Officers to be installed are Julia L. McManus, senior regent; Ruth Kidd, past regent; Mildred King, junior regent; Elsie Smith, chaplain; Sabina Abramson, recorder; Blanche Harshaw, treasurer; Katherine Gossiaux, guide; Opal Williams, assistant guide; Anna Wilkins, musician; Hannah Sanders, sentinel. Dancing will follow the installation.

STAR BRIDGE PARTIES SUCCESSFUL VENTURE

Very attractive were the bridge and pinocle parties given by Betsy Ross Star Club Wednesday, when 140 ladies competed for the prizes. Groups were entertained at 12 homes in each of which a luncheon consisting of salad and nut bread sandwiches was served.

Prizes in bridge were won by Miss Eva McCormack, who is the house guest of her aunt, Mrs. Esther Dennis, and Mrs. Lillian Shriner. Pinocle prizes were won by Mrs. D. S. Murray and Mrs. Joe McKenna. The club realized the tidy sum of \$35.00 from the affair.

SPEND SUNDAY IN OXNARD AND VENTURA

Mr. and Mrs. C. A. Benzl, with Mrs. J. E. Hosking, traveled 170 miles Sunday to Oxnard and Ventura, returning home by way of the inland route.

AT HOME FOR THE WEEK

Lon Ralston, employed in the Pittsburg plant of the Columbia Steel Company, is spending a week's vacation with his family at 1687 Gramercy avenue. Sam Ralston, of Tucson, Ariz., is also at home for the week.

Elks Make Ready for Convention And Motion Picture Electrical Pageant in L. A. Coliseum July 16



Herewith Elks own illuminated float, one of a score that will radiate beauty in the parade of Hollywood celebrities, supplemented by a spectacular film and field show. Below Betty Burgess, cinema satellite, with John J. Doyle's \$2000 golf trophy to be contested for by visiting delegates.

With the 72nd National Elks Convention scheduled to start Sunday, July 12, in Los Angeles, local B. P. O. E. today were busy with preparations to send a large delegation, while others were making up large parties to attend the Elks Motion Picture Electrical Pageant which will climax the convention on Thursday evening, July 16.

A score of brand new brilliantly illuminated floats, similar to those used in La Fiesta in 1935, and during President Roosevelt's visit to Los Angeles, will shed iridescent hues in a processional cavalcade that will include 50 bands, scores of equestrian troupes and marching units, city, county, state and federal officials, and the outstanding stars of screen, stage and radio. Combined with the parade will be the film and field show in the Coliseum oval, in which famous screen celebrities will demonstrate their talents, and the "Legion of Death" stunt men of the cinema, will stage dare-devil feats. Masters and mistresses of ceremonies will include Leo Carrillo, Conrad Nagel, Jack Benny and



Margaret Livingston, George Burns and Gracie Allen, Bert Wheeler and Robert Woolsey, while the film and field show committee includes Sid Grauman, Tom Mix, George O'Brien, Victor McLaglen, Buck Jones, Joe E. Brown, Douglas Fairbanks, Snowy Baker, Ken Maynard and Big Boy Williams. Major producers of Hollywood are on the Motion Picture Industries Committee. Waldo T. Tupper, managing director of La Fiesta, in charge of the pageant, stated that seats are available at any Mitchell or Southern California Music Company box office in Southern California, or at any Elks lodge.

Calendar

- FRIDAY, JULY 10**
7:30 p. m.—Boy Scout Troop No. 218.
8:00 p. m.—Loyal Order of Moose.
8:00 p. m.—Masons.
- SUNDAY, JULY 12**
Services in all the churches.
- MONDAY, JULY 13**
6:15 p. m.—Kiwanis at American Legion hall.
7:30 p. m.—20:30 Club.
- TUESDAY, JULY 14**
7:45 p. m.—City Council.
7:45 p. m.—Royal Neighbors.
8:00 p. m.—Odd Fellows.
8:00 p. m.—American Legion.
- WEDNESDAY, JULY 15**
8:00 p. m.—United Artisans.
- THURSDAY, JULY 16**
10:00 a. m.—Baptist Missionary Society.
2:00 p. m.—C. E. Missionary Society.
6:15 p. m.—Rotary at American Legion hall.
7:30 p. m.—Boy Scout Troop No. 217.
7:30 p. m.—Boy Scout Troop No. 219.
7:45 p. m.—Woman's Relief Corps.
8:00 p. m.—Modern Woodmen.

TORRANCE MAN TAKES A BRIDE

Amid the flowers and greenery of a lovely garden at the home of the bride, a wedding ceremony was performed last Friday, July 3, at Altadena, which united in marriage Miss Thelma Bailleaux of that city and Fred King of Torrance. Attendants were Miss Mary LeBaron as maid of honor and Walter Claus as best man. Mr. King has been for the past six months employed in the engineering department at the National Supply Company. He is a graduate of Caltech, Mrs. King of Scripps College. They are now at home to friends at 1617 Arlington avenue. Among the guests who attended the wedding were Misses Frances and Ruth Granger, John Young, of Torrance, and Miss Laura Gene Frantz, of Westwood.

MILDRED NEELANDS STUDYING COSMETOLOGY

Mildred Neelands, daughter of Dr. and Mrs. W. H. Neelands, 1333 Engracia avenue, enrolled in the Glendale School of Cosmetology at Glendale, Tuesday morning. While in school she will make her home with her sister, Mrs. Wm. Gray, of that city.

CELEBRATES BIRTHDAY TUESDAY EVENING

Lonnie Lee celebrated his 14th birthday when he entertained his friends at dinner in the family home, 1228 Arlington avenue, Tuesday evening. Covers were placed for Dick Wheaton, Julian Wilke, Ned Patton, Jeffrey Kemp and Lonnie. Baseball furnished entertainment before dinner and the group attended the Torrance theatre later in the evening.

RUBBER MEN ON TRIP TO EAST

W. E. Shawger, superintendent of D & M rubber department, and Wm. Haney, of Kirk Hill Rubber Company, left Saturday morning for Chicago, Ill. From this point they will travel to Detroit, where Mr. Haney will purchase a new Oldsmobile. They expect to visit rubber plants in Akron and in Cleveland before returning to Torrance.

MRS. CLARK LUNCHEON HOSTESS

Mrs. F. H. Clark, 1731 Andreo avenue, entertained at luncheon and bridge in her home, Thursday. Her guests included Mrs. Harry McManus, F. C. Shields, Bert Dye, F. C. Winkler, May McKinley, Bert Dye and Fred Knudsen. Prizes in bridge play were won by Mrs. McKinley, Knudsen and Dye.

VISIT FRIENDS IN HUNTINGTON BEACH

Mr. and Mrs. Paul Kasper and son Paul, of 1736 Gramercy avenue, visited over the week-end with friends in Huntington Beach.

O. E. S. MEETS THIS EVENING

A stated meeting of Torrance chapter, Order of Eastern Star, will be held in the Masonic temple this evening at 7:30 o'clock. Refreshments will be served at the close of meeting. Mrs. May Sidebotham is social chairman for the evening.

Many Houses Are Being Erected In P. V. Estates

Building Program Represents Investment of More Than Quarter Million

Forty-one homes and five apartment houses representing an investment of \$350,000, are planned or under construction at Palos Verdes Estates, it is revealed this week.

Of the 41 homes, 24 are being built by private individuals, the structures ranging in cost from \$5,000 to \$16,000. The other 17 are being erected by construction companies.

Five three-family apartments, costing \$16,000 each, are to be built on Via Campegna by private individuals. At present there is only one four-unit apartment in the estates and these new dwellings will fill a long felt need for rental properties in the community, it is believed. All five will include private outdoor living facilities for each family, and will be located within two blocks of Malaga Cove Plaza.

The greater proportion of the 41 single family homes will be concentrated in the country club area of the property. This section has enjoyed unusual popularity because of its moderate restrictions and its charming interior views across the 250-acre golf tract. Twenty-six dwellings will be erected within a radius of five blocks in the heart of the district.

IN CAMP OVER WEEK-END

A party of Torrance folks, who spent the week-end in camp at Orange County park included Mr. and Mrs. Raymond Rogers and family, Mr. and Mrs. H. C. Barrington and family and Patricia Jean Doan. Mr. and Mrs. Doan spent July Fourth with the group and Mr. and Mrs. Wm. Goodan, of Long Beach, joined the party Sunday.

VAN HELLEN-FRASER NUPTIALS TUESDAY

Dr. and Mrs. W. H. Neelands, with Madame Teala Billini, attended the wedding of Katherine Doris Van Hellen, daughter of Mr. and Mrs. Chester H. Van Hellen, of Monrovia, to Wilfred Lester Fraser, of Inglewood, Monday evening. The ceremony was performed in the First Methodist church of Monrovia. The bride is well known in Torrance where she attended school for several years and visited with friends.

ON EASTERN VACATION TRIP

Bert Dye, 1607 Cota avenue, left Saturday morning for an extended vacation trip. Mr. Dye will visit in Chicago, St. Louis, and Ohio.

SPEND WEEK-END IN MOUNTAINS

Dr. and Mrs. W. J. Neelands, Mr. and Mrs. Chas. Curtiss and Mr. and Mrs. Harold Woodman spent the week-end at their cabin in Big Bear.

COMPLETE COVERAGE

All Torrance Herald ads run in the Tri-City Shopping News without extra charge.

ATTEND HAWTHORNE STAR MEETING

Hawthorne chapter, Order of Eastern Star, entertained for their worthy matron in their regular meeting in Hawthorne hall Friday evening. Mrs. Lillian Dye, worthy matron of Torrance chapter, filled the chair of the associate conductress. Other chairs were filled by worthy matrons of chapters in the 53rd district. Mrs. Lorraine Ulrich, soloist for the affair, sang a group of request numbers. Miss Gertrude Mowry played the piano accompaniment. Among Torrance ladies attending were Mrs. Lillian Dye, Edith Kasper and those formerly mentioned.

ROYAL NEIGHBORS INITIATION TUESDAY

The regular business meeting of the Royal Neighbors of America, Torrance camp, will be held Tuesday, July 14, at the Social hall, Torrance boulevard and Portola.

Plans are being made to initiate the following members: Mrs. Oma Clark, Mrs. James O'Toole, Mrs. Gertrude Conner Hostesses for the evening include Leona Denny, Olive Javens and Ada Munsey.

WALT LINCH

To Make a Long Tale Short

One of our out-of-town acquaintances gave his wife \$1,000 to get a divorce, and after spending it all on new clothes, she looked so stunning that he offered her another \$1,000 to stick to him. When you see how stunning several of these cars listed below look, you'll wonder why you bought a new one.

| Down Payment | |
|-------------------------|-------|
| '33 Dodge Sedan..... | \$166 |
| '31 Chrysler Sedan..... | \$ 85 |
| '34 Plymouth Sedan..... | \$175 |
| '38 Plymouth Sedan..... | \$150 |
| '30 Cheve Coach..... | \$ 80 |
| '29 Cheve Coach..... | \$ 50 |
| '31 Cheve Coupe..... | \$ 95 |
| '30 Ford Coupe..... | \$ 70 |

TO BE CONTINUED EACH THURSDAY

A Few Stunners

| Down Payment | |
|-------------------------|-------|
| '33 Dodge Sedan..... | \$166 |
| '31 Chrysler Sedan..... | \$ 85 |
| '34 Plymouth Sedan..... | \$175 |
| '38 Plymouth Sedan..... | \$150 |
| '30 Cheve Coach..... | \$ 80 |
| '29 Cheve Coach..... | \$ 50 |
| '31 Cheve Coupe..... | \$ 95 |
| '30 Ford Coupe..... | \$ 70 |

TO BE CONTINUED EACH THURSDAY

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|---|--------|
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| 50 SILK BLOUSES | 98c |
| 75 COTTON BLOUSES | 69c |
| 60 SUMMER HATS | 98c |
| 50 SUMMER HATS | 49c |
| 1,000 Yards SHEER DRESS PRINTS | 25c |
| 300 Yards SHEER DRESS PRINTS | 15c |
| 25 Organdy FORMAL DRESSES | \$2.98 |
| 150 Pairs SUMMER SHOES for Women | \$1.98 |
| SUMMER LUGGAGE at Big Savings LARGE SIZE CASES only | \$1.49 |

CLEARANCE

MEN'S STRAW HATS

Our entire summer hat stock to go for—

98c

50 SUMMER FELT HATS FOR MEN

To go for only—

\$1.49

LARGE SELECTION OF MEN'S SUMMER SHOES

100 Pairs of Children's Shoes for 98c

MEN'S DISH RAG POLO SHIRTS

To go for only—

49c

BOYS' DISH RAG POLO SHIRTS

49c

CLEARANCE

SPECIAL Sheet Blankets 70x80 63c

SPECIAL Chiffon Hose 63c

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PORTLAND FOLKS VISIT HERE

Mr. and Mrs. Nell Webb, 1420 1/2 Marcelina avenue, have as their house guests for the month, their daughter, Mrs. Otto D. Gray, and children Dolores and Dale, of Portland, Ore.

VACATION AT LONG BEACH

Miss Mary Nady, cashier at J. J. Newberry Company, and her brother Tony, are spending the week at Long Beach. Many local friends have joined the couple at beach parties there.

PITTSBURGH VISITS SON HERE

J. P. Hoffman, of Pittsburgh, Pa., arrived in Torrance Saturday morning to visit for a time with his son, P. L. Hoffman, and family, 1612 Post avenue.

WIENER BAKE AT SILVER BAY

Miss Lorain Rebadow, daughter of Mr. and Mrs. H. D. Rebadow, 780 Portola avenue, entertained a group of 15 at a wiener bake and beach party Friday at Silver Bay beach.

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